

Completed Surveys	Count	Margin of Error
All Responses	1,272	2.80%
Non-Shopper (Shop here once a month or less)	590	4.12%
Shopper (Shops here more than once a month)	377	5.15%

Zip Code of Respondent	All (1152)	Non-Shoppers (571)	Shoppers (364)
11542 - Glen Cove	84%	85%	84%
11545 - Brookville	3%	3%	5%
11579 - Sea Cliff	3%	2%	4%
11560 - Lattingtown	2%	1%	2%
11771 - Centre Island	1%	1%	0%
11709 - Bayville	1%	1%	1%
11577 - East Hills	1%	1%	0%
11732 - East Norwich	0%	1%	0%
11746 - Dix Hills	0%	1%	0%
11758 - East Massapequa	0%	0%	1%
11765 - Mill Neck	0%	1%	0%

Q2. Importance of... % Very Important	All (1,104)	Non-Shoppers (581)	Shoppers (367)
Attract new retail biz	80%	81%	82%
Retain existing	65%	61%	68%
Improve facades	64%	65%	63%
Market as shopping district	63%	63%	59%
Make the area more "walkable"	62%	64%	61%
Provide more family recreation	54%	56%	52%
Provide more public spaces	51%	49%	55%
Offer more outdoor events	47%	47%	46%
Market as "arts/entertainment" district	43%	43%	46%
Attract more dining	42%	45%	39%
Attract new entertainment	42%	45%	37%
Provide more storefront spaces	37%	37%	35%
Attract B&B	22%	19%	25%
Do nothing. Glen Cove is fine as it is.	5%	3%	4%

Q3. New Restaurant for Glen Cove	All (596)	Most mentioned
Casual/Upscale restaurants	16%	TGI Friday, Applebees, Ruby Tuesday
Casual/Family restaurants	9%	Friendly's
Tavern /Brew Pubs / Sports Bar	7%	Buffalo Wild Wings, Miller's Ale House
Delicatessens, sandwich shops	6%	Panera Bread

Q3.(cont'd) New Restaurant for Glen Cove	All (596)	Most mentioned
Ethnic - Mexican cuisine	6%	Chipolte, Chilli's
Seafood	5%	Red Lobster
Burgers	3%	Johnny Rockets
Ethnic - Italian cuisine	3%	Carabba's, Olive Garden

Q4. New Retail Store for Glen Cove	All (909)	Most mentioned
Discount department stores	21%	Target, Kohl's
Clothing (NEC)	12%	
Department stores	9%	Sweezy's
Family clothing	8%	GAP, Banana Republic
Woman's clothing	5%	Ann Taylor
Grocery /supermarkets	4%	Trader Joe's

Q5. Entertainment or Leisure for Glen Cove	All (716)
Clubs, dancing, nighth-time entertainment	17%
More concerts and live music venues	12%
Arcades, billiards and bowling	10%
Community (youth) activities and events	8%
Movie theater (better, cleaner)	8%
Live theater, performing arts	7%

Q6. Other change desired for Glen Cove	All (813)	Most mentioned
Appearance and cleanliness	18%	Cleaner streets, sidewalks, facades
Safety and security	16%	Loitering, drunkenes, day laborers
Retail mix	15%	Vacancies, bodegas, sidewalk dining
Streetscapes and greenspace	15%	Sidewalks, benches more green
Parking	9%	More street parking, dislike garage
More foot traffic and events	5%	Children's and family activities

Q7. Primary reasons to visit Glen Cove	All (1,061)	Non-Shoppers (586)	Shoppers (376)
a. I live there	38%	33%	43%
b. I work there	13%	14%	13%
c. Visit stores/businesses	44%	34%	63%
d. Go to eating places	59%	59%	60%
e. Medical/personal appt	39%	38%	40%
f. Use services	49%	46%	52%
g. Attend classes/training	2%	2%	2%
Other (Movie theater, boating-related, events)	10%	12%	8%

Q8. Most often used transportation into Glen Cove	All (1,062)	Non-Shoppers (587)	Shoppers (376)
Drive (personal vehicle)	90%	91%	87%
Walk	8%	6%	11%
Bicycle	1%	1%	1%
Bus	0%	0	1%
Train	0%	0%	0
Taxi or car service	1%	1%	1%
Other	1%	1%	0

Q9. Availability of parking in Downtown Glen Cove	All (989)	Non-Shoppers (556)	Shoppers (343)
Always	34%	36%	34%
Usually	37%	34%	42%
Sometimes	17%	17%	17%
Rarely	7%	8%	5%
Never	3%	5%	1%
I don't drive to Downtown Glen Cove	1%	1%	1%

Q10. Main reasons for not visiting more often	All (1,014)	Non-Shoppers (574)	Shoppers (358)
a. Too few stores/shops	70%	71%	70%
b. Poor selection / quality of eating places	28%	31%	23%
c. Poor selection / quality of merchandise	54%	57%	49%
d. Parking is inconvenient / unavailable	18%	17%	16%
e. Traffic congestion	7%	7%	7%
f. Store hours are uncertain / inconvenient	12%	12%	11%
Other (Safety 40%, Retail mix 26%)	9%	10%	7%

Q11a. Secure in Home Neighborhood	All (1,049)	Non-Shoppers (586)	Shoppers (375)
Very Secure	58%	55%	63%
Somewhat Secure	30%	32%	28%
Not Applicable	1%	1%	1%
Somewhat Insecure	7%	8%	6%
Very Insecure	3%	4%	2%

Q11b. Secure visiting Downtown	All (1,050)	Non-Shoppers (588)	Shoppers (376)
Very Secure	36%	34%	39%
Somewhat Secure	42%	39%	44%
Not Applicable	1%	1%	0%
Somewhat Insecure	16%	18%	13%
Very Insecure	6%	7%	4%

Q11g. Secure at Downtown events	All (1,041)	Non-Shoppers (583)	Shoppers (375)
Very Secure	45%	43%	51%
Somewhat Secure	33%	33%	33%
Not Applicable	7%	8%	5%
Somewhat Insecure	10%	10%	8%
Very Insecure	5%	5%	3%

Q11h. Secure using parking garage	All (1,049)	Non-Shoppers (587)	Shoppers (376)
Very Secure	18%	14%	22%
Somewhat Secure	39%	37%	42%
Not Applicable	2%	3%	1%
Somewhat Insecure	25%	28%	22%
Very Insecure	16%	18%	14%

Q11i. Using public parking lots	All (1,039)	Non-Shoppers (585)	Shoppers (372)
Very Secure	25%	23%	28%
Somewhat Secure	41%	39%	47%
Not Applicable	3%	3%	1%
Somewhat Insecure	20%	23%	17%
Very Insecure	10%	12%	8%

Q12. Monthly dining visits & expenditures	All (1,026)	Non-Shoppers (588)	Shoppers (375)
Dining at Glen Cove: no of visits (all non-zero answers)	3.4	2.6	4.5
Dining elsewhere: no of visits (all non-zero answers)	5.2	5.1	5.1
% who don't dine in Glen Cove	16%	20%	9%
Dining at Glen Cove: spending (all non-zero answers)	\$54.95	\$56.65	\$52.96
Dining elsewhere: spending (all non-zero answers)	\$67.39	\$68.66	\$66.39

Q12. Monthly shopping visits & expenditures	All (986)	Non-Shoppers (590)	Shoppers (377)
Shop at Glen Cove: no of visits (all non-zero answers)	2.9	1.0	4.1
Shop elsewhere: no of visits (all non-zero answers)	6.8	6.6	7.2
% who don't shop in Glen Cove	34%	56%	0%
Shop at Glen Cove: spending (all non-zero answers)	\$39.53	\$29.27	\$48.42
Shop elsewhere: spending (all non-zero answers)	\$99.10	\$103.47	\$91.05

Q13. Would visit more often for... (%Yes)	All (977)	Non-Shoppers (558)	Shoppers (355)
a. Visit for full serve restaurants	48%	50%	46%
b. Visit for limited serve restaurants	22%	22%	25%
c. Visit for cafes	59%	58%	64%
d. Visit for outdoor dining	50%	51%	50%
e. Visit for pub/tavern	41%	44%	38%

Q13. Would visit more often for... (%Yes)	All (977)	Non-Shoppers (558)	Shoppers (355)
f. Visit for Jazz club / night club	40%	40%	42%
g. Visit for Art galleries / museums	44%	39%	52%
h. Visit for Ice cream shop	34%	32%	36%
i. Visit for Health food store	37%	34%	41%
j. Visit for Gourmet / specialty food store	50%	48%	54%
k. Visit for Furniture	18%	19%	15%
l. Visit for Home decor and household furnishings	35%	35%	33%
m. Visit for Paint and wallpaper	16%	13%	15%
n. Visit for Hardware	24%	21%	26%
o. Visit for Kitchen/bath design	12%	12%	10%
p. Visit for Women's boutiques	61%	59%	64%
q. Visit for Men's clothing	56%	56%	57%
r. Visit for Footwear	66%	66%	68%
s. Visit for Jewelry	22%	21%	22%
t. Visit for Consignment	27%	23%	32%
u. Visit for Boating equipment	15%	14%	16%
v. Visit for Florists	17%	14%	20%
w. Visit for Gifts and cards	37%	35%	39%
x. Visit for Arts / music / food festivals	66%	64%	71%
y. Visit for Street fairs / carnivals	63%	63%	65%
z. Visit for Performing arts venue	58%	56%	65%
aa. Visit for Farmers' market	61%	59%	66%
bb. Visit for Optical goods/care	23%	24%	19%
cc. Visit for Physicians	29%	27%	31%
dd. Visit for Dentists	26%	24%	27%

Q14. Favorite place to shop or dine in Glen Cove	All (826)	Non-Shoppers (473)	Shoppers (309)
Huntington, New York	5.33%	6.13%	4.53%
Page One Restaurant, Glen Cove	4.36%	4.65%	4.21%
Downtown Café, Glen Cove	4.00%	2.33%	6.15%
Target	3.39%	4.86%	1.26%
Marra's Restaurant, Glen Cove	2.91%	4.02%	1.62%

Q14. (cont'd) Favorite place to shop or dine in Glen Cove	All (826)	Non-Shoppers (473)	Shoppers (309)
Roosevelt Field Mall, Garden City	2.30%	2.96%	1.29%
American Café, Glen Cove	1.69%	2.11%	1.29%
Brass Rail Restaurant, Locust Valley	1.69%	1.69%	1.62%
Westbury, NY	1.69%	1.27%	2.59%
Manhasset, NY	1.57%	1.48%	1.62%
Annie Sez	1.45%	0.42%	3.24%
Cedar Creek, Glen Cove	1.45%	1.69%	1.29%
Henry's Luncheonette, Glen Cove	1.45%	0.85%	2.59%
La Bussola Ristorante, Glen Cove	1.45%	1.90%	0.65%
Charles (Hardware) of Glen Cove, Glen Cove	1.33%	0.63%	2.27%
Fatty Fish Restaurant, Glen Cove	1.33%	1.69%	0.97%
Wild Fig Restaurant, Glen Cove	1.33%	1.48%	0.97%
Walmart	1.21%	1.69%	0.32%

Q15. Willingness to recommend Glen Cove	All (995)	Non-Shoppers (574)	Shoppers (357)
Definitely would	13%	8%	21%
Probably would	21%	18%	24%
Might or might not	27%	27%	26%
Probably would not	26%	30%	21%
Definitely would not	13%	17%	8%

Q16. Events respondents attend	All (842)	Non-Shoppers (480)	Shoppers (314)
July 4th Events	52%	49%	57%
Downtown Sounds	64%	63%	68%
National Night Out	14%	12%	15%
St. Patrick's Day Parade	42%	43%	39%
Memorial Day Parade	47%	48%	45%
Children / Sports Parade	24%	23%	25%
Other: Car show, cruise night, Morgan Park events	18%	17%	20%

Q17. Interest in ... (% Strong + Moderate Interest)	All (382)	Non-Shoppers (204)	Shoppers (156)
a. Buying 2 bedroom townhouse	24%	23%	26%
b. Buying 3 bedroom townhouse	19%	19%	20%
c. Buying 1 bedroom condominium	10%	9%	11%
d. Buying 2 bedroom condominium	18%	15%	20%
e. Buying 3 bedroom condominium	13%	12%	14%
f. Buying loft	12%	10%	16%
g. Renting efficiency apartment	6%	5%	9%

Q17. (cont'd) Interest in ... (% Strong + Moderate Interest)	All (382)	Non-Shoppers (204)	Shoppers (156)
h. Renting 1 bedroom apartment	10%	10%	11%
i. Renting 2 bedroom apartment	15%	14%	16%

Q17. Interest in ... (% No Interest)	All (839)	Non-Shoppers (501)	Shoppers (293)
a. Buying 2 bedroom townhouse	66%	68%	63%
b. Buying 3 bedroom townhouse	69%	70%	66%
c. Buying 1 bedroom condominium	78%	81%	74%
d. Buying 2 bedroom condominium	73%	76%	70%
e. Buying 3 bedroom condominium	77%	79%	74%
f. Buying loft	79%	81%	75%
g. Renting efficiency apartment	86%	89%	82%
h. Renting 1 bedroom apartment	82%	84%	80%
i. Renting 2 bedroom apartment	78%	80%	74%

Q18. % who live in age-restricted (55+) housing	All (1,004)	Non-Shoppers (579)	Shoppers (357)
No	99%	99%	98%
Yes	1%	1%	2%

Q18a. Plan to live in age-restricted housing	All (982)	Non-Shoppers (570)	Shoppers (348)
Yes	6%	5%	8%
Undecided	31%	31%	32%
No	63%	64%	60%

Q19. Difficult to find in Glen Cove	All (821)	Non-Shoppers (483)	Shoppers (297)
Clothing (men's, womens, children's)	53%	53%	50%
Housewares/Kitchenware	5%	5%	5%
Department store	3%	2%	5%
Better quality / upscale merchandise	2%	3%	1%
Dining	2%	3%	2%
Food (Grocery, specialty)	2%	3%	2%
Shoes	2%	2%	2%
Bookstore	2%	2%	2%
Nightclub/Lounge	2%	0%	0%
Events and Activities	2%	1%	2%

Q20a. Like best about downtown Glen Cove	All (808)	Non-Shoppers (465)	Shoppers (310)
Dining options	19%	18%	20%
Ambiance/Small town feel	15%	12%	21%
Retail mix and choices	15%	16%	14%
Convenient location and proximity	11%	11%	11%
Architecture and history	10%	1%	1%
Events and Activities	9%	11%	8%
Events: Downtown Sounds only	5%	6%	4%
Parking	4%	4%	4%
Walkable/compact downtown	4%	3%	5%
Waterfront and beaches	2%	2%	2%
Effort and potential	2%	2%	1%
All others	4%	15%	11%

Q20a. Like least about downtown Glen Cove	All (829)	Non-Shoppers (491)	Shoppers (306)
Limited retail selection/options	27%	29%	25%
Safety concerns	23%	22%	25%
Appearance	11%	10%	13%
Parking	8%	9%	6%
Vacancies and empty properties	5%	4%	6%
Nothing to do	4%	4%	4%
Poor quality of merchandise	2%	2%	2%

Q21. Would bike here if there were bike lanes/racks	All (993)	Non-Shoppers (570)	Shoppers (358)
Yes, definitely	22%	19%	27%
Possibly	27%	30%	25%
Probably not	25%	24%	26%
Definitely would not	26%	28%	22%

Q22. How long respondent has lived in Glen Cove	All (998)	Non-Shoppers (573)	Shoppers (357)
Less than 1 year	2%	2%	1%
1 to 5 years	8%	8%	10%
5 to 10 years	9%	9%	10%
Longer than 10 years	67%	68%	65%
May consider moving there	2%	2%	3%
Don't live in Glen Cove	12%	11%	12%

Q23. When looking for promotions. (% Very Valuable)	All (774)	Non-Shoppers (449)	Shoppers (278)
a. Value of Google	61%	62%	61%
b. Value of Facebook	16%	17%	15%
c. Value of Twitter	4%	4%	4%
d. Value of Yelp	15%	16%	13%
e. Value of Groupon	20%	20%	20%
f. Value of Newsday	35%	34%	34%
g. Value of Record Pilot	34%	31%	35%
h. Value of Gold Coast	18%	14%	21%
i. Value of Patch	19%	16%	23%
j. Value of other (Family/friend recommendation 37%)	26%	26%	26%

Q24. Most useful in deciding where to shop/dine	All (976)	Non-Shoppers (560)	Shoppers (352)
Company or store websites	51%	52%	55%
Direct mail materials	33%	31%	36%
Email and/or text alerts	20%	21%	20%
Newspapers	50%	47%	54%
Radio	10%	11%	9%
Smartphone apps	10%	10%	11%
Social media (Facebook, Twitter, etc.)	16%	19%	13%
Television	25%	26%	20%
Recommendations by family / friends	81%	81%	83%

Q25. In household average # of...	All (989)	Non-Shoppers (566)	Shoppers (354)
Adults	2.35	2.42	2.27
Children	1.00	1.08	0.84

Q26. Gender of respondent	All (993)	Non-Shoppers (567)	Shoppers (355)
Female	61%	63%	57%
Male	39%	37%	43%

Q27. Age of respondent	All (994)	Non-Shoppers (571)	Shoppers (355)
Under 18	0%	1%	0%
18 to 24	2%	2%	1%
25 to 34	12%	15%	8%
35 to 44	16%	18%	14%
45 to 54	26%	27%	26%
55 to 64	27%	26%	30%
65 or older	18%	12%	21%

Q28. Respondent's household income	All (911)	Non-Shoppers (520)	Shoppers (329)
Less than \$25,000 per year	3%	2%	2%
\$25,000 to \$34,999 per year	4%	4%	4%
\$35,000 to \$49,999 per year	6%	6%	5%
\$50,000 to \$74,999 per year	15%	15%	14%
\$75,000 to \$99,999 per year	15%	14%	17%
\$100,000 to \$149,999 per year	24%	25%	24%
\$150,000 to \$199,999 per year	15%	14%	17%
\$200,000 to \$249,999 per year	7%	7%	6%
\$250,000 or more per year	12%	13%	11%

Q29. How did you learn of this survey?	All (753)	Non-Shoppers (447)	Shoppers (286)
Survey package mailed to my home	7%	8%	6%
Newspaper article	8%	7%	9%
Roadside sign / banner	46%	46%	47%
Phone message from the mayor	34%	34%	35%
Email alert at work	5%	4%	6%
Notice sent home from my child's school	4%	5%	3%
Chamber of Commerce newsletter/notice	3%	3%	3%
In-store sign or display	3%	4%	3%
Other: Friends or family 30%, Glen Cove Patch 7%	15%	15%	14%